RJ Reynolds
Tobacco Company

G.B. BROWN
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August 13, 1993

TO: All Sales Representatives

RE: ***Work Plan Priorities***

Ladies and Gentlemen:

The attached reports give you our performance as a team in the New Jersey Region. Each week or two you will receive reports showing your distribution in each call class indicated on these reports. You have also received a list of calls without distribution on these priority brands.

The jobbers are loaded with Monarch and Winston Select B1G1F. Beginning immediately, you are to identify those accounts without distribution on these priority brands and achieve distribution during implementation of our 3rd Quarter Retail Coverage Program. These priority brands and our coverage program are linked directly to the Region/Division share performance and the S.A.I.P.

Good Selling!

G. B. Brown
Enclosures

M-4

51854 1448

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0000

GREG BROWN

51854 1449

New Jersey Region
Work Plan Priority Status

Recap Date: 9-10-93

C. EMM
As Info
MY

Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0000

New Jersey Region 51854 1450 **"Winston Summer Promotions"**

Winston Select Case Shipments

Week ending	1222	1226	1228	1230	1232	1200	% increase vs.
Ave. wk / 2nd qtr.	16 cs.	8 cs.	14 cs.	8 cs.	10 cs.	55 cs.	2nd qtr. ave. wk.
B1G1F wk.1 / 7-2-93	6	38	35	84	14	177	(+ 222%)
B1G1F wk.2 / 7-9-93	66	13	15	49	45	180	(+229%)
B1G1F wk.3 / 7-16-93	280	106	218	255	106	964	(+1613%)
B1G1F wk.4 / 7-23-93	135	33	158	39	40	405	(+736%)
B1G1F wk.5/ 7-30-93	130	34	135	48	40	386	(+701%)
B1G1F wk.6 / 8/6/93	57	15	2	1	9	74	(+134%)
Total Cases	**674**	**239**	**563**	**476**	**254**	**2186**	**(+662%)**

Winston Summer Promotion / $4.00 product shipped
(% of weekly allocation ordered)

Week Ending	1222	1226	1228	1230	1232	1200
2-Jul	38%	48%	51%	48%	35%	44%
9-Jul	24%	31%	42%	45%	54%	38%
16-Jul	39%	53%	52%	49%	91%	53%
23-Jul	28%	27%	34%	29%	22%	31%
30-Jul	22%	23%	22%	11%	19%	20%
6-Aug	14%	16%	11%	12%	9%	12%

Recap 4 xls.

Total Program Cases Remaining	531	207	506	391	280	1950

Recap 4 xls.

Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0000

Monarch Retail Distribution
New Jersey Region

	Key	A	B	C	D	8/10/93 Total Dist.	May Total Dist.	% gains
Yonkers	44%	71%	60%	35%	8% 51 of 650	36% 973 of 2687	31%	(+5%)
No.Jersey	52%	76%	80%	48%	11% 58 of 543	48% 1085 of 2281	34%	(+14%)
C.Jersey	38%	79%	76%	61%	24% 174 of 715	50% 1073 of 2133	40%	(+10%)
Newark	64% 1ST	71% LAST	76% 2ND	50% 3RD	5% LAST 52 of 1115	33% LAST 905 of 2712	22% LAST	(+11%)
S.C.Jersey	47%	79%	76%	70%	7% 72 of 1020	43% 1057 of 2478	30%	(+13%)
1240	(442 of 651)		8/10/93			68%	40%	(+28%)
1242	(149 of 1183)		8/10/93			13%	9%	(+4%)
Region	50%	76%	73%	50%	10% 407 of 4050	42% 5094 of 12297	31%	(+11%)

Recap 3 .xls

"Net new stores that carry Monarch since May"

Yonkers	136 stores
No.Jersey	309 stores
C.Jersey	227 stores
Newark	321 stores
S.C.Jersey	317 stores
REGION	1311 stores

Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0000

Winston Select F/F Retail Distribution
New Jersey Region

(Ave. of 2 styles)

	Key	A	B	C	D	8/10/93 Total Dist.	May Total Dist.	% gains
Yonkers	89%	87%	80%	40%	6% 37 OF 650	45% 1192 OF 2687	43%	(+2%)
No.Jersey	90%	94%	84%	38%	4% 23 OF 543	51% 1161 OF 2281	50%	(+1%)
C.Jersey	88%	96%	92%	68%	19% 133 OF 715	60% 1261 OF 2281	57%	(+3%)
Newark	95% 1ST	96% 1ST	87% 3RD	52% 3RD	6% 2ND 68 OF 1115	39% LAST 1052 OF 2712	34% LAST	(+5%)
S.C.Jersey	89%	96%	93%	59%	12% 121 OF 1021	51% 1273 OF 2478	44%	(+7%)
1240	(618 of 651)		8/10/93			95%	94%	(+1%)
1242	(551 of 1183)		8/10/93			47%	46%	(+1%)
Region	90%	94%	87%	50%	9% 388 OF 4050	48% 5959 OF 12297	46%	(+2%)

"Net New Stores with Select FF distribution"

Yonkers	39 Strores
No.Jersey	29 stores
C.Jersey	35 stores
Newark	118 stores
S.C.Jersey	190 stores
Region	411 stores

Recap 6 xls.

Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0000

Winston Select Light Box Retail Dist.
New Jersey Region

51854 1453

	Key	A	B	C	D	8/10/93 Total Dist.
Yonkers	21%	32%	17%	4%	0%	9%
No.Jersey	22%	23%	14%	2%	0%	9%
C.Jersey	10%	18%	10%	4%	0%	6%
Newark	**45%**	**53%**	**45%**	**23%**	**3%**	**17%** *
S.C.Jersey	13%	15%	11%	8%	1%	7%
1240	(87 of 651)		8/10/93			13%
1242	(61 of 1183)		8/10/93			5%
Region	21%	25%	18%	9%	0%	10%

Excellent!

* Recap 12 xls.

Source: https://www.industrydocuments.ucsf.edu/docs/nqjn0000